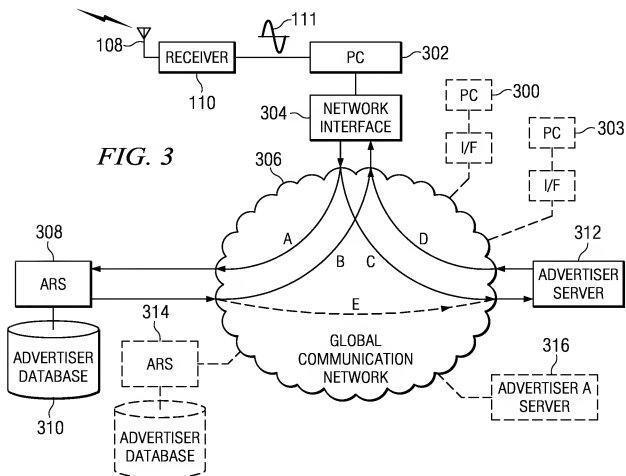
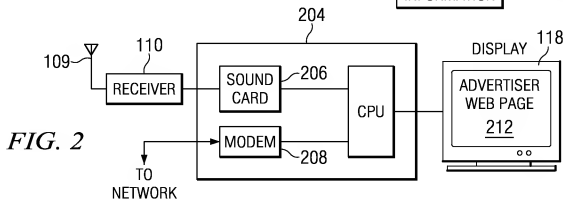
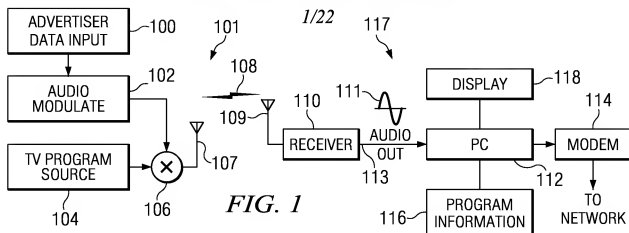
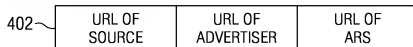


Accessing a vendor web site using personal account
information retrieved from a credit card company web site



PATH A: SOURCE TO ARS
2/22*FIG. 4a*

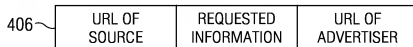
PATH B: ARS TO SOURCE

*FIG. 4b*

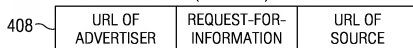
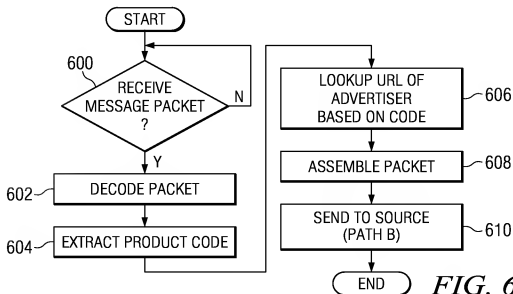
PATH C: SOURCE TO ADVERTISER

*FIG. 4c*

PATH D: ADVERTISER TO SOURCE

*FIG. 4d*

PATH E: ARS TO ADVERTISER (OPTIONAL)

*FIG. 4e*

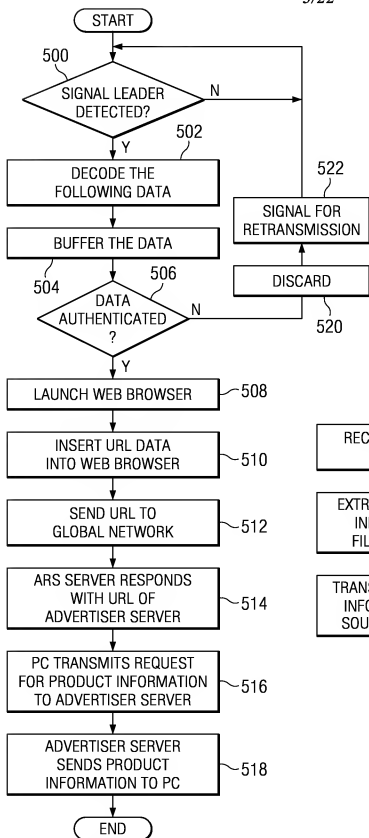


FIG. 5

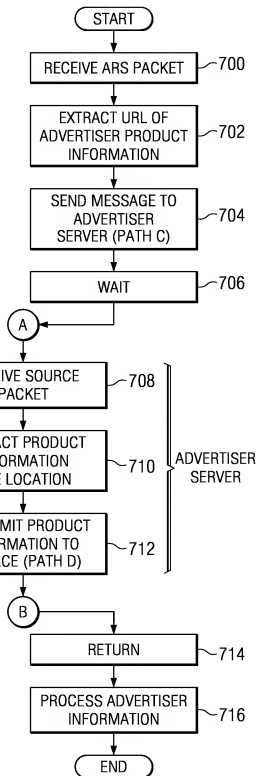


FIG. 7

Jeffry Jovan Philyaw

Accessing a vendor web site using personal account
information retrieved from a credit card company web site

4/22

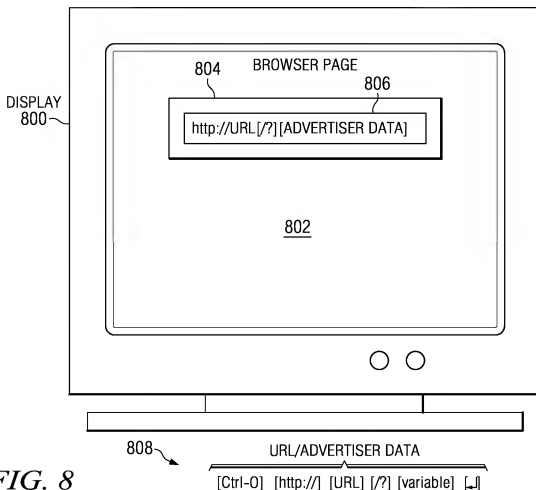


FIG. 8

OPEN PAGE — [Ctrl-O]

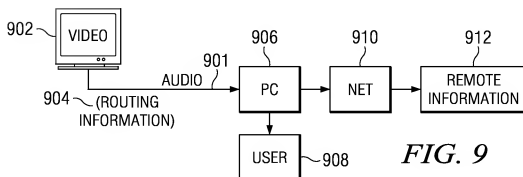
USE HYPERTEXT PROTOCOL — [http://]

URL OF ARS — [URL]

ALLOW VARIABLE APPENDING — [/?]

APPENDED VARIABLE (e.g., UPC CODE) — [variable]

CARRIAGE RETURN - TRANSMIT DATA — [↵]



Jeffrey Jovan Philyaw

Accessing a vendor web site using personal account
information retrieved from a credit card company web site

5/22

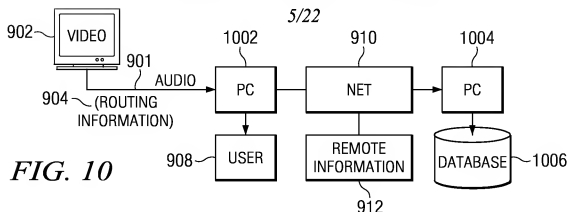


FIG. 10

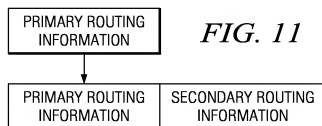


FIG. 11

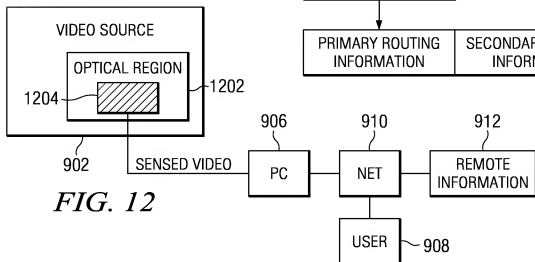


FIG. 12

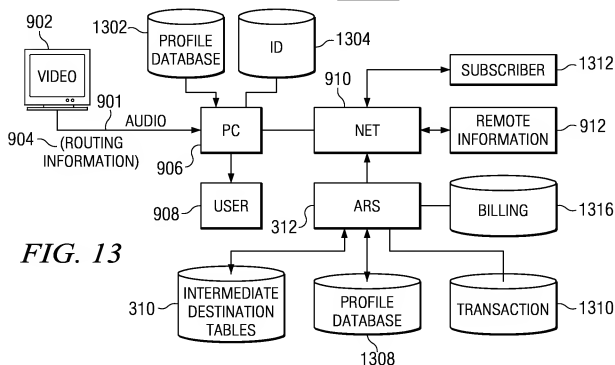


FIG. 13

6/22

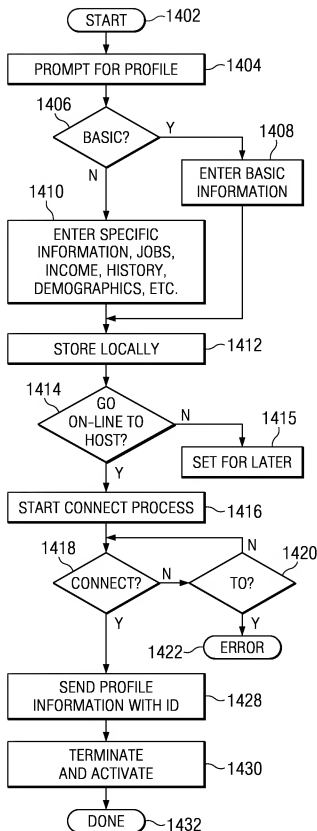


FIG. 14

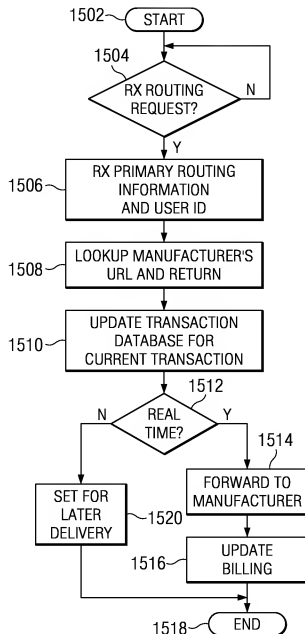
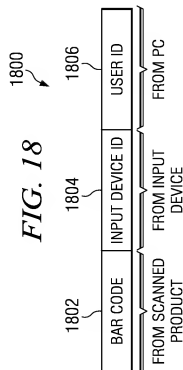
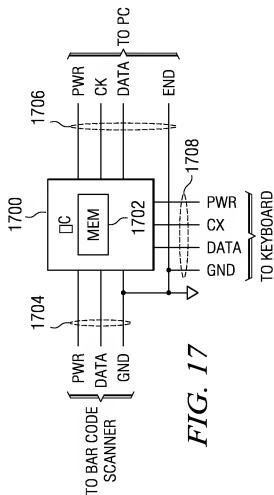
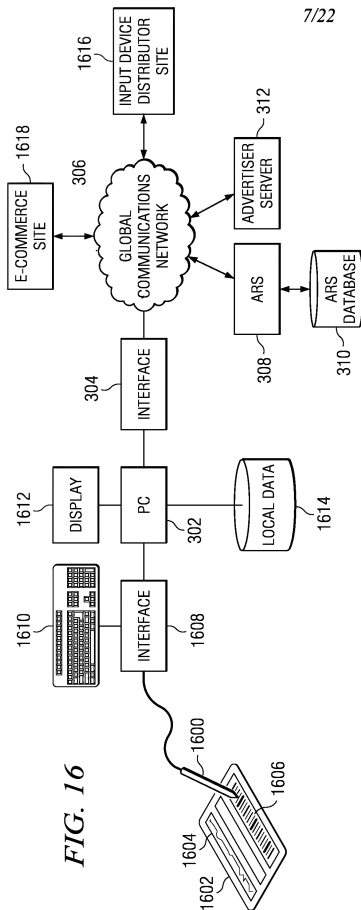


FIG. 15

Accessing a vendor web site using personal account
information retrieved from a credit card company web site

7/22



8/22

FIG. 19

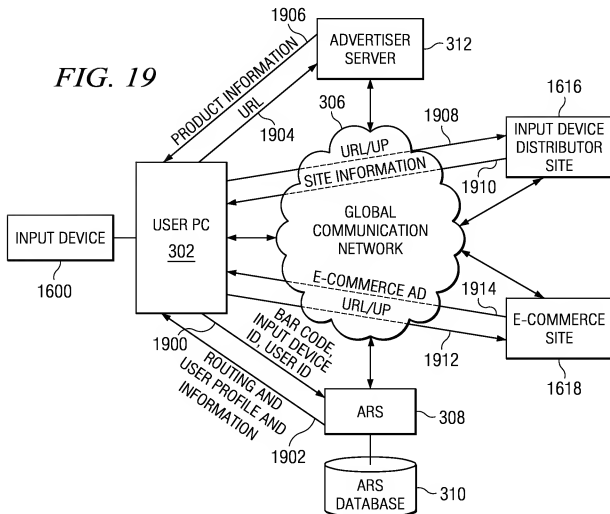
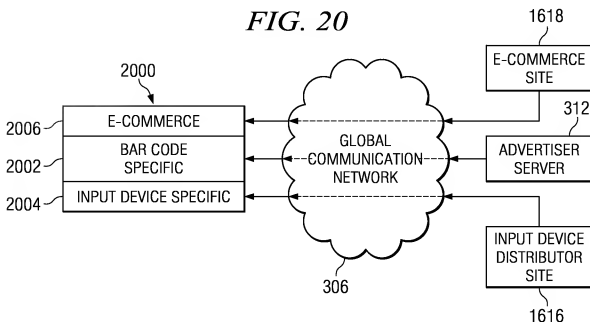


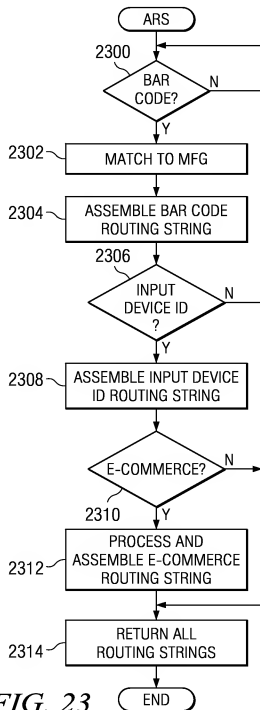
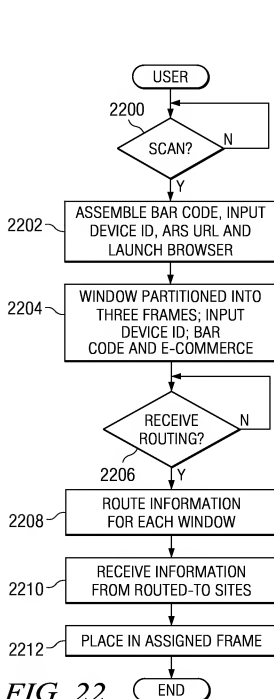
FIG. 20



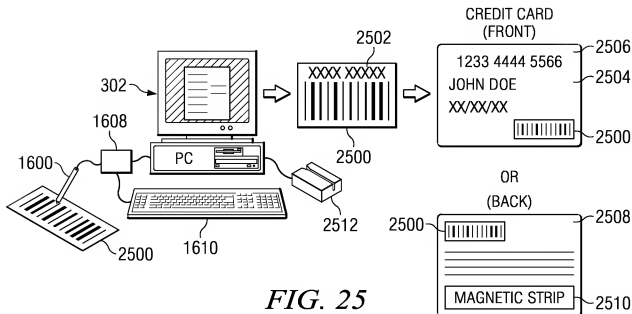
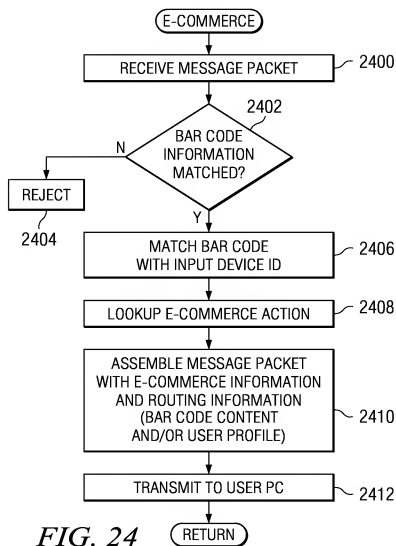
9/22

ARS DATABASE
2100**FIG. 21**

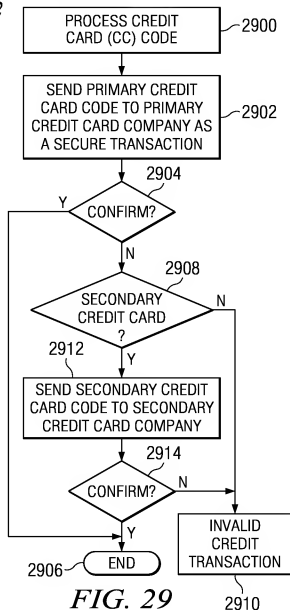
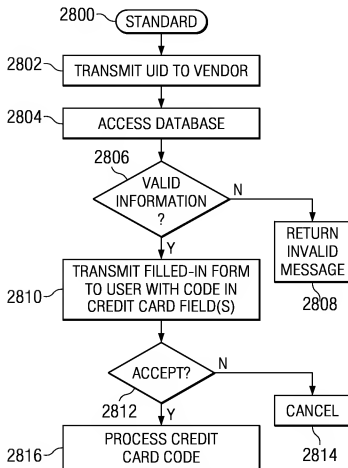
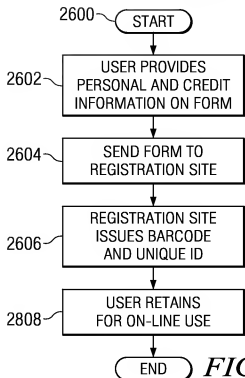
2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION



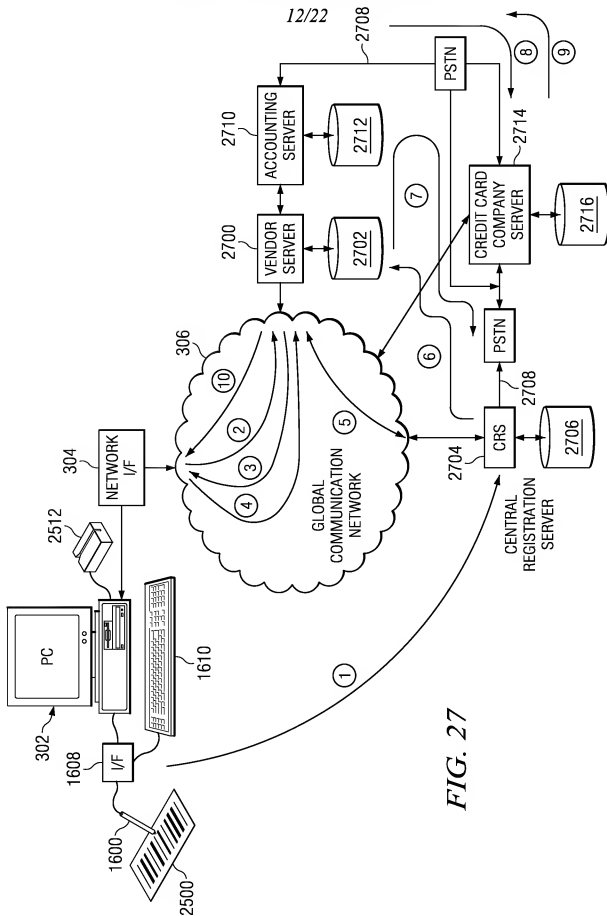
10/22



11/22

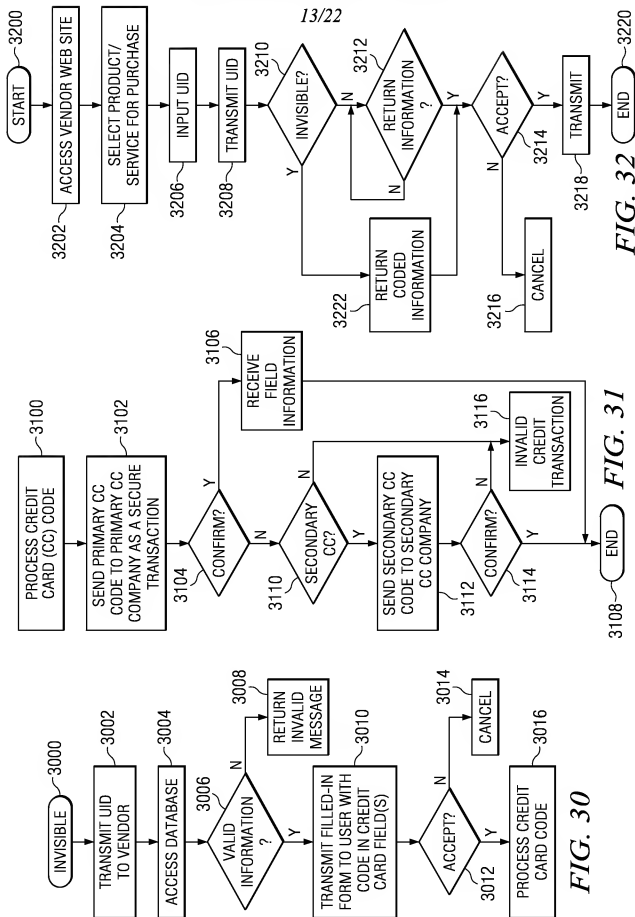


Accessing a vendor web site using personal account
information retrieved from a credit card company web site



Accessing a vendor web site using personal account
information retrieved from a credit card company web site

13/22



Accessing a vendor web site using personal account
information retrieved from a credit card company web site

14/22

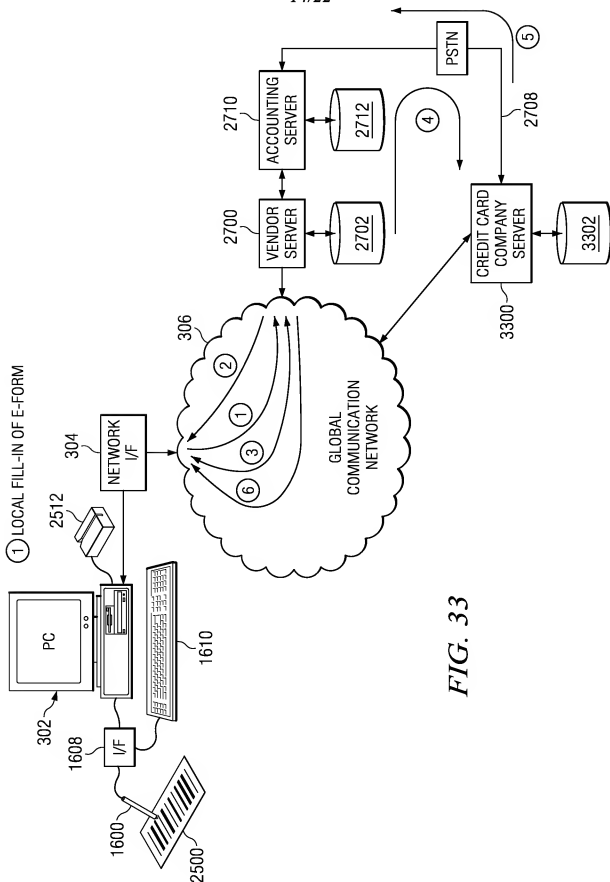


FIG. 33

Accessing a vendor web site using personal account
information retrieved from a credit card company web site

15/22

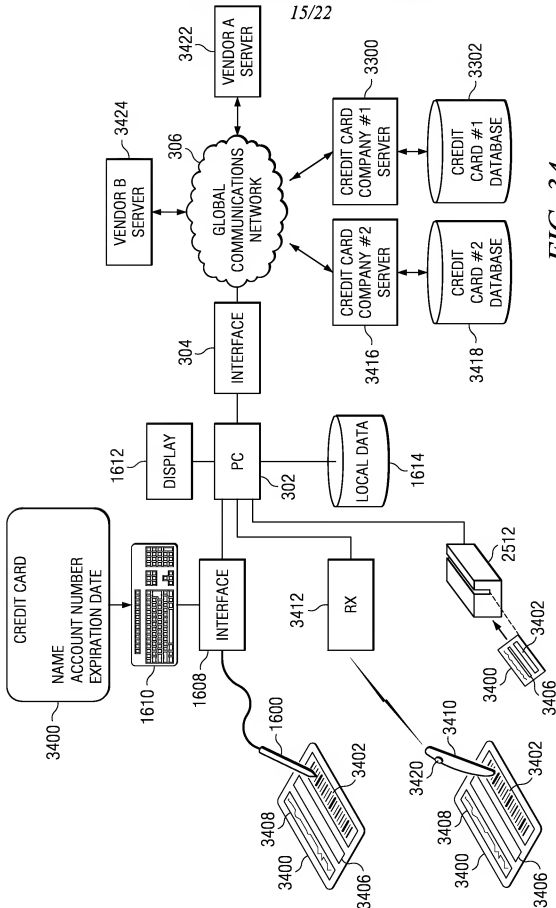


FIG. 34

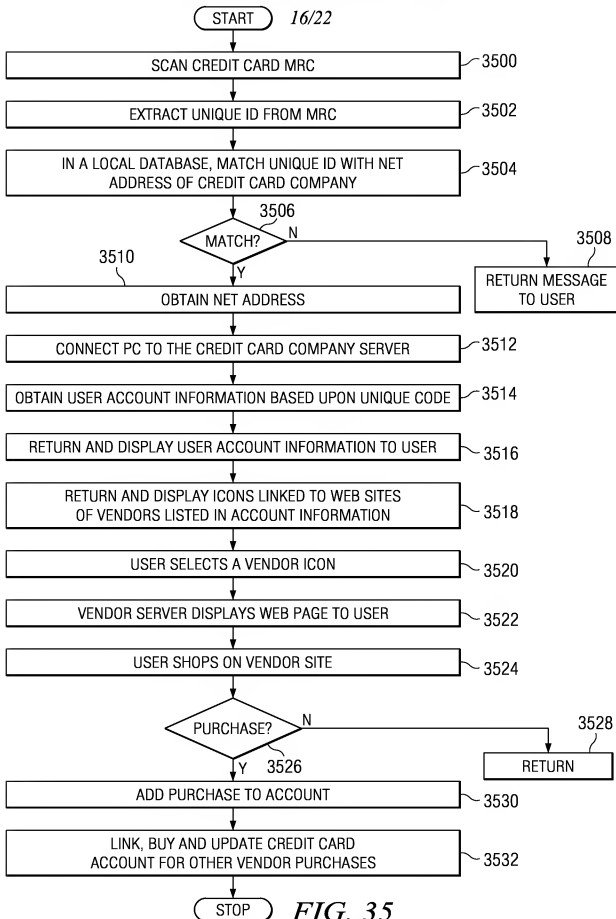
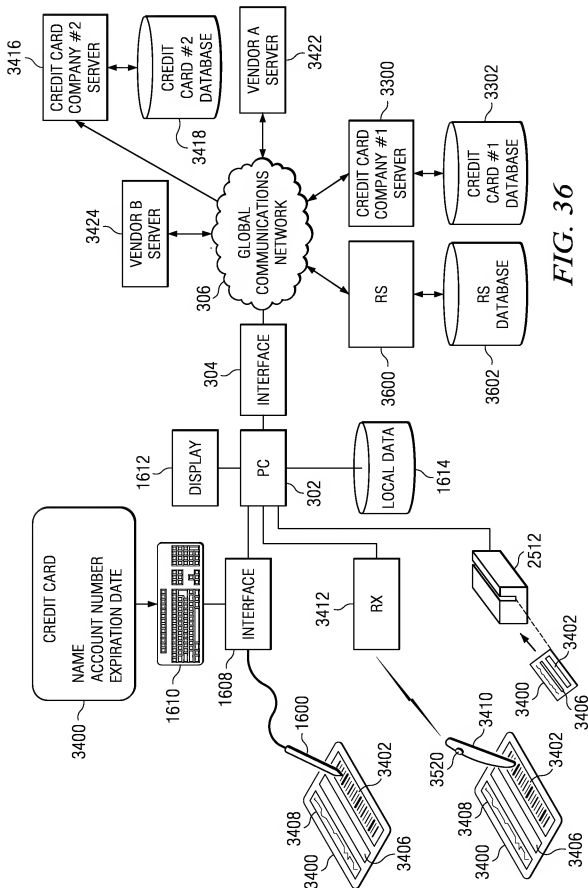


FIG. 35

Accessing a vendor web site using personal account
information retrieved from a credit card company web site

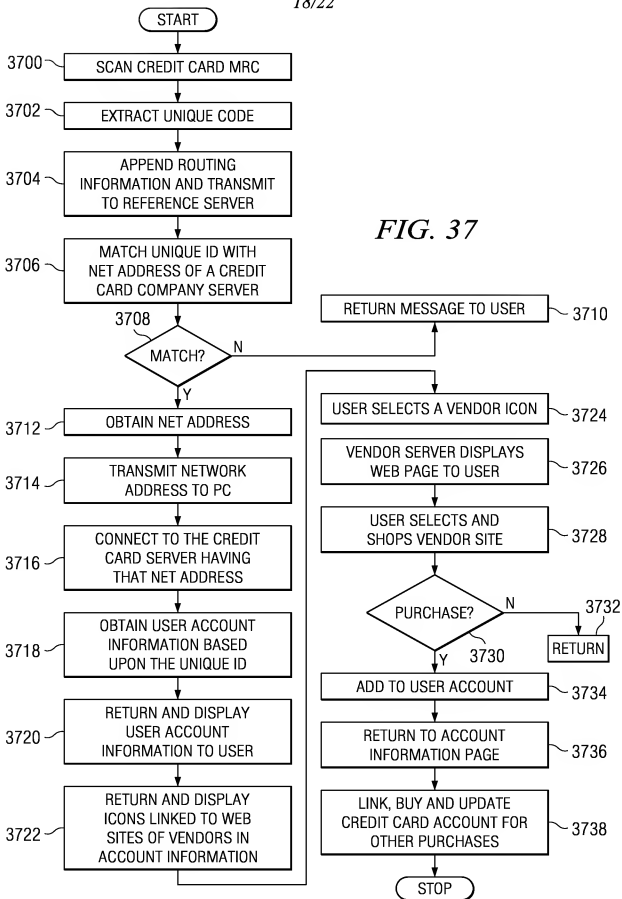
17/22



Jeffry Jovan Philyaw

Accessing a vendor web site using personal account
information retrieved from a credit card company web site

18/22



19/22

FIG. 38

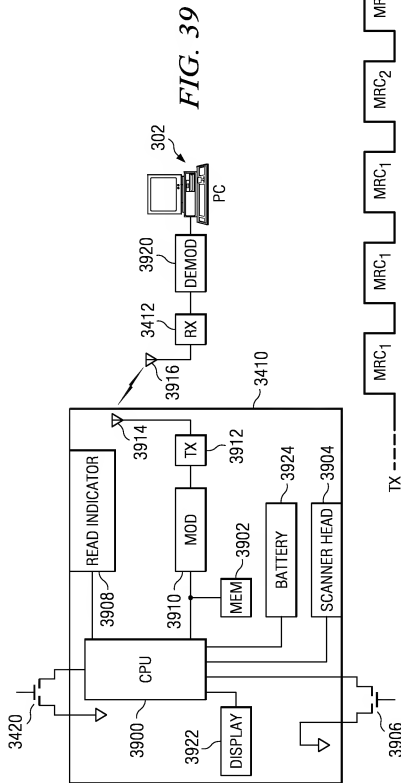
[illegible]

FIG. 41

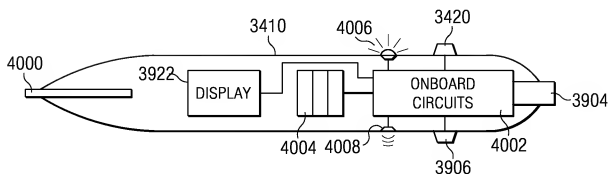


FIG. 40

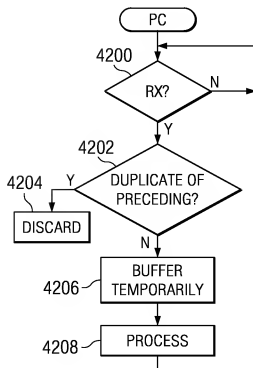


FIG. 42

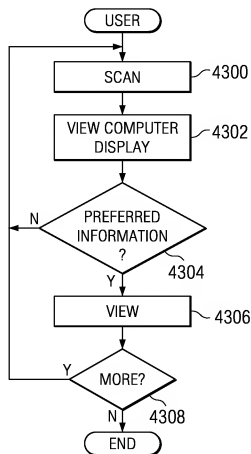
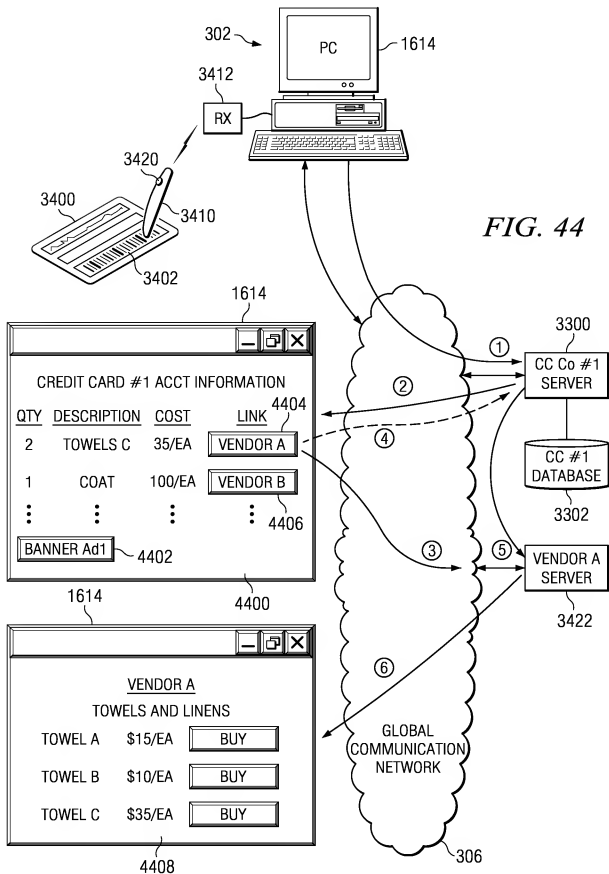


FIG. 43

21/22



Accessing a vendor web site using personal account
information retrieved from a credit card company web site

22/22

